

Enthusiastic Advocates on issues related to free trade, their appraisal of the federal government is not as positive.

*Concerned Pragmatists (22%)*

The Concerned Pragmatists are not generally supportive of either the Free Trade Agreement or the NAFTA; however, they show strong support for the idea of free trade and feel that Canada had a responsibility to participate in the NAFTA. One of the defining factors of the Concerned Pragmatists segment is that they are receptive to messages on the benefits of free trade.

*Old-fashioned Opponents (12%)*

The Old-fashioned Opponents, like the Resolute Antagonists, oppose the free trade agreement, although not with the same intensity as the Antagonist segment. They are more likely to anticipate a flow of businesses to Mexico because of the lower wages and environmental standards. However, many of the Old-fashioned Opponents advocate a strong government role in the economy. The Old-fashioned Opponents do not react positively toward information statements on the NAFTA, although their opinions are not as extreme as the Resolute Antagonists.

*Resolute Antagonists (24%)*

The Resolute Antagonists are steadfastly opposed to both the concept and the actual free trade agreements. They are unlikely to become free trade advocates, given both their lack of agreement and pessimism concerning the consequences of free trade. The Resolute Antagonists firmly believe that the NAFTA will hurt Canada, and that more jobs will be lost, in the long run. Very few of the Resolute Antagonists feel that it was necessary for the government to participate in the NAFTA.